



Retail MarketPlace Profile

Cocoa Beach City, FL
 Cocoa Beach City, FL (1213175)
 Geography: Place

Prepared by Esri

Summary Demographics

2016 Population	11,808
2016 Households	6,239
2016 Median Disposable Income	\$43,194
2016 Per Capita Income	\$40,559

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$252,389,218	\$232,749,046	\$19,640,172	4.0	206
Total Retail Trade	44-45	\$228,949,223	\$170,377,397	\$58,571,826	14.7	104
Total Food & Drink	722	\$23,439,995	\$62,371,649	-\$38,931,654	-45.4	102

Industry Group

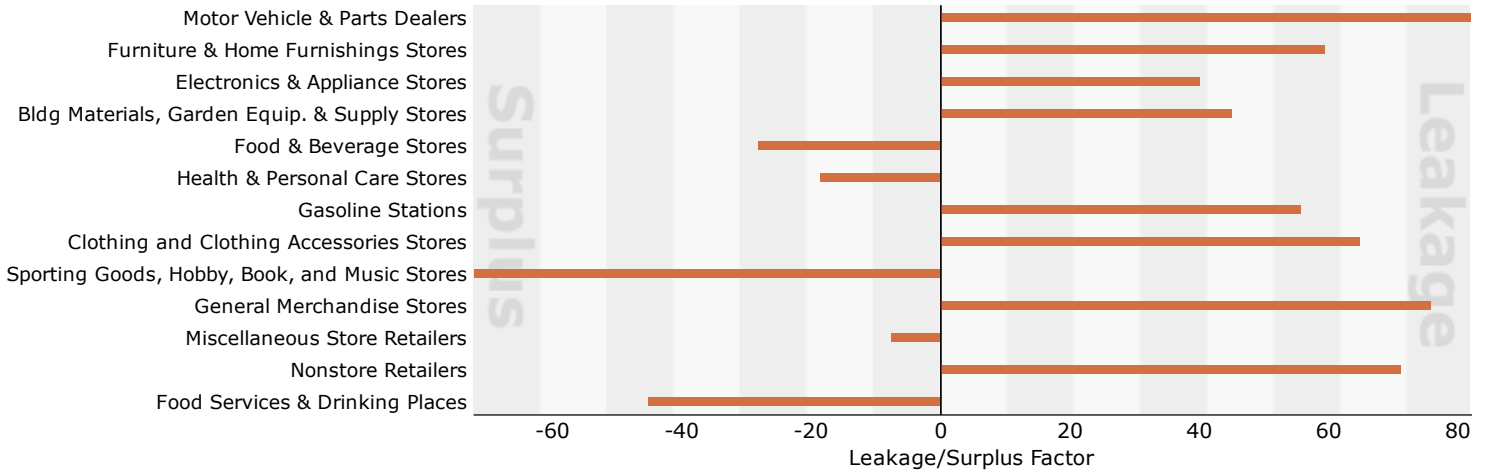
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$53,031,692	\$5,172,345	\$47,859,347	82.2	7
Automobile Dealers	4411	\$43,024,653	\$0	\$43,024,653	100.0	0
Other Motor Vehicle Dealers	4412	\$6,375,215	\$4,557,337	\$1,817,878	16.6	6
Auto Parts, Accessories & Tire Stores	4413	\$3,631,824	\$615,008	\$3,016,816	71.0	1
Furniture & Home Furnishings Stores	442	\$7,608,170	\$1,924,530	\$5,683,640	59.6	4
Furniture Stores	4421	\$4,327,859	\$0	\$4,327,859	100.0	0
Home Furnishings Stores	4422	\$3,280,311	\$1,924,530	\$1,355,781	26.0	4
Electronics & Appliance Stores	443	\$10,337,124	\$4,401,902	\$5,935,222	40.3	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$14,275,491	\$5,399,441	\$8,876,050	45.1	8
Bldg Material & Supplies Dealers	4441	\$13,001,015	\$5,399,441	\$7,601,574	41.3	8
Lawn & Garden Equip & Supply Stores	4442	\$1,274,476	\$0	\$1,274,476	100.0	0
Food & Beverage Stores	445	\$41,876,364	\$75,050,016	-\$33,173,652	-28.4	12
Grocery Stores	4451	\$37,715,618	\$70,493,150	-\$32,777,532	-30.3	8
Specialty Food Stores	4452	\$2,333,121	\$1,742,743	\$590,378	14.5	2
Beer, Wine & Liquor Stores	4453	\$1,827,625	\$2,814,123	-\$986,498	-21.3	2
Health & Personal Care Stores	446,4461	\$14,960,378	\$21,827,313	-\$6,866,935	-18.7	12
Gasoline Stations	447,4471	\$14,423,284	\$4,075,724	\$10,347,560	55.9	3
Clothing & Clothing Accessories Stores	448	\$10,054,576	\$2,137,897	\$7,916,679	64.9	7
Clothing Stores	4481	\$6,894,238	\$702,979	\$6,191,259	81.5	3
Shoe Stores	4482	\$1,387,970	\$512,194	\$875,776	46.1	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,772,368	\$922,724	\$849,644	31.5	3
Sporting Goods, Hobby, Book & Music Stores	451	\$5,081,781	\$31,586,902	-\$26,505,121	-72.3	15
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,154,456	\$31,011,499	-\$26,857,043	-76.4	13
Book, Periodical & Music Stores	4512	\$927,325	\$575,403	\$351,922	23.4	2
General Merchandise Stores	452	\$39,758,560	\$5,407,487	\$34,351,073	76.1	5
Department Stores Excluding Leased Depts.	4521	\$29,183,947	\$1,921,043	\$27,262,904	87.6	1
Other General Merchandise Stores	4529	\$10,574,613	\$3,486,444	\$7,088,169	50.4	4
Miscellaneous Store Retailers	453	\$10,433,796	\$12,202,573	-\$1,768,777	-7.8	23
Florists	4531	\$432,662	\$430,611	\$2,051	0.2	3
Office Supplies, Stationery & Gift Stores	4532	\$1,898,191	\$1,935,965	-\$37,774	-1.0	7
Used Merchandise Stores	4533	\$1,839,656	\$1,109,668	\$729,988	24.8	2
Other Miscellaneous Store Retailers	4539	\$6,263,287	\$8,726,329	-\$2,463,042	-16.4	11
Nonstore Retailers	454	\$7,108,007	\$1,191,267	\$5,916,740	71.3	3
Electronic Shopping & Mail-Order Houses	4541	\$5,589,583	\$687,396	\$4,902,187	78.1	1
Vending Machine Operators	4542	\$116,169	\$93,163	\$23,006	11.0	1
Direct Selling Establishments	4543	\$1,402,255	\$410,708	\$991,547	54.7	1
Food Services & Drinking Places	722	\$23,439,995	\$62,371,649	-\$38,931,654	-45.4	102
Special Food Services	7223	\$370,073	\$648,403	-\$278,330	-27.3	1
Drinking Places - Alcoholic Beverages	7224	\$1,924,606	\$4,094,854	-\$2,170,248	-36.1	14
Restaurants/Other Eating Places	7225	\$21,145,316	\$57,628,392	-\$36,483,076	-46	87

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. http://www.esri.com/data/esri_data/methodology-statements

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

